

CES 2025: SoundHound AI Debuts Its First Ever In-Vehicle Voice Assistant With On-The-Go Food Ordering

Full experience of SoundHound's Voice Commerce Ecosystem will be available to try with a food ordering demo featuring favorite national restaurant chains.

SANTA CLARA, Calif.--(BUSINESS WIRE)--Jan. 7, 2025-- SoundHound AI, Inc. (Nasdaq: SOUN), a global leader in voice artificial intelligence, today unveiled the first ever in-vehicle voice commerce platform with a demo at CES 2025. The platform, which allows drivers and passengers to order takeout for pick-up directly from the car's infotainment system, will be showcased in SoundHound's CES booth at the Las Vegas Convention Center (West Hall Level 1, Booth #4964, Vehicle Tech & Advanced Mobility).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250107847181/en/>

CES attendees will be able to try the new groundbreaking AI software firsthand – with the ability to experiment with in-vehicle ordering from a range of restaurants integrated into SoundHound's platform.

Hungry on the way home? Imagine finding the best new place for pizza en route, or maybe ordering from your favorite burrito or sub spot so it's ready when you arrive – just by speaking directly to your vehicle. SoundHound's advanced voice commerce ecosystem will allow drivers and passengers to place an order, make payments seamlessly, and then navigate to the nearest pick-up location, all directly from a car's infotainment system completely hands-free.

Example queries:

- "Show me the closest MOD Pizza restaurants."
"I'd like to place an order from the first one to pick up."
- "Navigate home."
"I'd like to order a burrito from the most convenient location on the way."
- "Take me to my hotel."
"Find some Asian food to order for pickup within five miles of my hotel."
- "I'd like to order a pepperoni pizza from a spot no more than 5 minutes off my route."

SoundHound is in talks with well-known automotive manufacturers to pilot this first-of-its-kind ordering channel which delivers voice transactions and next-level convenience to the digital cockpit. The company aims to launch its voice commerce ecosystem in collaboration with automakers and restaurant partners in 2025.

Recent research found that a [majority of drivers in the US and Europe would welcome this feature](#), with well over half saying they would use it regularly.

In-vehicle voice commerce promises to revolutionize the way drivers utilize a car's voice assistant to order from their favorite coffee shops, delis, cafes, pizzerias, and restaurants. This new functionality will even allow consumers to bypass drive thru lanes completely and collect hot food timed with the vehicle's GPS navigation to be ready upon their arrival at a restaurant.

"This incredible moment has been decades in the making. With a technology that can exceed expectations, an ecosystem of millions of cars connecting to national restaurant brands with thousands of locations, we can finally launch the vision we have talked about for years," said Keyvan Mohajer, CEO and Co-Founder of SoundHound AI. "What we're introducing here at CES is a seamless way to order your favorite takeout on-the-go using natural speech, completely hands-free from the vehicle. And what begins here with food and restaurants will ultimately open up a whole new commercial ecosystem for vehicle and device manufacturers everywhere."

While the CES demo focuses on food ordering, SoundHound AI already works with partners and customers across a variety of different industries, and in the future the company plans to enable new capabilities like banking transactions, ticket purchases, appointment making, and more. Additionally, the company intends to bring ordering and voice commerce to other devices – like smart TVs. This milestone also highlights the expertise and strategic value brought by [SoundHound's recent acquisition of Allset](#), which has fast-tracked the company's development of a voice commerce ecosystem.

SoundHound's conversational AI technology is currently used by hundreds of large enterprise brands, thousands of restaurant and retail locations, and is deployed in millions of cars and devices.

To learn more about SoundHound AI, visit [SoundHound.com](https://www.soundhound.com).

*[*Drivers surveyed in the US, UK, Germany and France. 55% estimated they would use food ordering capabilities on every trip.](#)*

About SoundHound AI

SoundHound (Nasdaq: SOUN), a global leader in conversational intelligence, offers voice and conversational AI solutions that let businesses offer incredible experiences to their customers. Built on proprietary technology, SoundHound's voice AI delivers best-in-class speed and accuracy in numerous languages to product creators and service providers across retail, financial services, healthcare, automotive, smart devices, and restaurants via groundbreaking AI-driven products like Smart Answering, Smart Ordering, Dynamic Drive Thru, and Amelia AI Agents. Along with SoundHound Chat AI, a powerful voice assistant with integrated Generative AI, SoundHound powers millions of products and services, and processes billions of interactions each year for world class businesses.

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